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Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 NEA-10 ISO-00 USIA-15 /045 W
----------100536Z 108170 /11
R 091145Z MAY 77
FM AMEMBASSY ABU DHABI
TO SECSTATE WASHDC 6048
INFO AMEMBASSY MMAN
AMEMBASSY ATHENS
USINT BAGHDAD
AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMCONSUL DHAHRAN
AMEMBASSY DOHA
AMEMBASSY JIDDA
AMEMBASSY KUWAIT
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMEMBASSY SANA
AMEMBASSY TEHRAN
USDOC WASHDC

UNCLAS SECTION 1 OF 2 ABU DHABI 1381

DEPT PASS BAGHDAD

ATHENS FOR RTDO
USDOC FOR BIC/CAGNE

E.O. 11652: NA
TAGS: BEXP TC
SUBJ: FY 1979 USDOC/CAGNE TRADE PROMOTION PROGRAM - UAE

REF: (A) STATE 081091, (B) KUWAIT 2324

1. EMBASSY RECOMMENDS BIC/CAGNE BRING TWO USDOC TRADE MISSIONS TO UAE IN FY '79. FOLLOWING THEMES WOULD BE IDEAL:
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2. WATER RESOURCES. JANUARY, 1977 MISSION TO ABU DHABI AND DUBAI WAS MOST SUCCESSFUL EVER SEEN HERE, AND WE STILL BARELY SCRATCHED SURFACE. ENTHUSIASM FOR MISSION'S PRODUCTS WAS UNPARELLELED. BUSINESSMEN AND GOV'T OFFICIALS CAME HUNDREDS OF MILES FOR NEIGHBORING CITIES (AND OMAN) TO MEET MISSION MEMBERS IN ABU DHABI. IT IS OUR UNDERSTANDING THAT MANY U.S.

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FIRMS WHO APPLIED TO PARTICIPATE IN MISSION WERE REFUSED FOR
LACK OF SPACE. SO, SINCE MARKET IS STILL EAGER AND U.S. PARTI-
CIPANTS APPARENTLY READILY AVAILABLE, WE BELIEVE A RETURN
ENGAGEMENT IS DEFINITELY IN ORDER. FOR REPEAT MISSION WE WOULD
WANT PARTICIPATING FIRMS TO BE RELATED - BUT NOT IDENTICAL - TO
FIRMS ON FIRST WATER RESOURCES MISSION. SUCH A MISSION SHOULD
VISIT BOTH DUBAI ABU DHABI. IF MISSION MATERIALIZES EMB
WILL ALSO INVESTIGATE POSSIBILITY OF ONE-DAY OR OVERNIGHT SIDE
TRIP TO AL-AIN.

3. FRANCHAISE TRADE MISSION. DURING THE LAST YEAR NUMEROUS
LOCAL BUSINESSMEN HAVE ENQUIRED ABOUT FRANCHAISE OPPORTUNITIES.
WE NOW HAVE WIMPEYBURGERS AND KY. FRIED CHECKEN, BUT PLENTY
OF OTHER OPPORTUNITIES EXIST. ICE CREAM, CAR WASHES, AUTO
SERVICE, RENTAL CARS, HAMBURGERS, PIZZA, DONUTS, AND MOTELS ARE
SOME OF THE FRANCHAISE IDEAS WE HAVE BEEN SPECIFICALLY ASKED
ABOUT. MISSION SHOULD VISIT BOTH DUBAI/SHARJAH AND ABU DHABI,
AND WE ARE SURE THAT LOCAL TYRO PIZZA/DONUT MAGNATES WILL
SWARM AROUND BIC IN BOTH CITIES.

4. AS AN ALTERNATIVE TO EITHER OF ABOVE MISSIONS WE SUGGEST
AN INDUSTRIAL, FIRE, AND HIGHWAY SAFETY TRADE MISSION.
A) INDUSTRIAL SAFETY EQUIPMENT WOULD BE DIRECTED LARGELY
TOWARDS OIL PRODUCERS, OIL SERVICES COMPANIES, AND ADNOC
AND ITS SUBSIDIARIES (REFINERY, PLASTIC PAIPE COMPANY,
DREDGING COMPANY, DRILLING COMPANY, ETC.) AND WOULD INCLUDE
HARD HATS, SAFETY SHOES, GLOVES, PROTECTIVE OUTER CLOTHING,
AIR PACKS, FIRST AID ITEMS, ETC.

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B) GIVEN ABU DHABI'S GROWING CONCERN WITH FIRES (NUMBER OF
WHICH HAVE BROKEN OUT IN HIGH RISE
BUILDINGS IN THE LAST
YEAR), PRODUCERRS OF FIRE SAFETY ITEMS SHOULD ALSO BE INCLUD-
ED ON MISSION - PARTICULARLY FIRMS MANUFACTURING
CHEMICALS TO FIRE-PROOF EXISTING STRUCTURES AND
MANUFACTURERS OF FIRE-RESISTANT OR
FIRE-PROOF CONSTRUCTION AND DECORATING MATERIALS.
C) WITH INCREASING NUMBER OF AUTO ACCIDENTS ON INTER-
EMIRATE ROAD NETWORK, THERE IS DEFINITE NEED HERE FOR BREAK-
AWAY STAUNCHIONS, GUARD RAILS, REFLECTORIZED SIGNS, AND OTHER
LUMINOUS ROAD MARKERS.
MISSION COULD VISIT BOTH ABU DHABI AND DUBAI,
THOUGH ABU DHABI MARKET CLEARLY THE MORE ATTRACTIVE OF THE
TWO.

5. TIMING: BEST TIMING WOULD BE TO BRING ONE MISSION IN
OCTOBER OR NOVEMBER, 1978 AND THE OTHER IN FEB, MARCH, OR
APRIL, 1979. AS SUMMER EXODIS SEEMS TO BE STARTING EARLIER

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EVERY YEAR, NO MISSION SHOULD COME AFTER MID-MAY. UNDER
NO CIRCUMSTANCES SHOULD TWO MISSIONS BE SCHEDULED WITH
LESS THAN FOUR WEEKS BETWEEN THEM. IN '78 AND '79
RAMADAN WILL BE IN SUMMER AND WILL THUS NOT BE CONCERN IN
MISSION PLANNING. EMBASSY'S ANNUAL LISTING OF UAE AND EMBASSY
HOLIDAYS SHOULD BE CONSULTED DURING MISSION PLANNING.

NOTE BY OC/T: NOT PASSED BAGHDAD.

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ACTION EB-07

INFO OCT-01 EUR-12 NEA-10 ISO-00 USIA-15 /045 W
----------100536Z 107942 /11
R 091145Z MAY 77
FM AMEMBASSY ABU DHABI
TO SECSTATE WASHDC 6049
INFO AMEMBASSY AMMAN
AMEMBASSY ATHENS
USINT BAGHDAD
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USDOC WASHDC

UNCLAS SECTION 2 OF 2 ABU DHABI 1381

DEPT PASS BAGHDAD

ATHENS FOR RTDO
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6. MARKET RESEARCH: EMB IS ABLE TO CONDUCT ONLY LIMITED
MARKET RESEARCH. GENERALLY A TRADE ASS'N OR USDOC
MARKETING SPECIALIST IS BETTER ABLE TO EVALUATE
MARKET POTENTIAL THAN WE. HOWEVER, WE ARE TOTALLY CONFIDENT
THAT EITHER WATER RESOURCES OR FRANCHAISE MISSION WOULD BE

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HUGE SUCCESS HERE AND NEARLY AS SANGUINE ABOUT
PROSPECTS FOR SAFETY TRADE MISSION.

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7. GENERAL OBSERVATIONS:
A) WE COULD NOT AGREE MORE WITH KUWAIT'S COMMENTS REGARDING
SHORT AND LESS-THAN-PERFECTLY-ORCHESTRATED MISSIONS (REF B,
PARA 5). NUMBER OF TM'S VISITING UAE AVERAGES ABOUT TWO
PER WEEK AND GOOD ADVANCE PREPARATION AND PROMOTION ARE
ABSOLUTELY CRUCIAL IF SIGNIFICANT IMPACT IS TO BE MADE.
PROBLEM WE HAVE HAD IN PAST IS LATE ARRIVAL OF MISSION
BROCHURES AND COMPANY CATALOGS. WE STRONGLY RECOMMEND THE
USE OF AN AIR COURIER SERVICE FIRM FOR DELIVERY OF THESE
MATERIALS (CALICO AIR COURIER SERVICE, CARGO BLDG. NO. 80,
ROOM 242, JFK INT'L AIRPORT, JAMAICA, NEW YORK 11430; TEL.
212-995-6931 IS ONE SUCH FIRM).
B) NORMALLY THREE FULL WORKING DAYS IN ABU DHABI AND ANOTHER
THREE IN DUBAI IS IDEAL FOR A TRADE MISSION WHICH IS MAKING
CALLS ON BOTH GOVERNMENT OFFICIALS AND LOCAL BUSINESSMEN.
HOWEVER, WATER RESOURCES MISSION MIGHT PROFITABLY SPEND
FEW ADDITIONAL DAYS DUE TO HIGH LEVEL AND GEOGRPAHIC DIS-
PERSION OF LOCAL INTEREST. FRANCHAISE MISSION WOULD PRO-
BABLY NOT MAKE MANY (IF ANY) GROUP CALLS ON GOVERNMENT
OFFICIALS SO 2 1/2 WORKING DAYS IN EACH CITY WOULD BE ADEQUATE.
C) UAE WEEK-END IS THURSDAY NOON THRU FRIDAY. MISSIONS SHOULD
IN GENERAL AVOID THESE DAYS. HOWEVER, WATER RESOURCES MISSION
IS ONE DELEGATION WHICH CAN BENEFIT FROM A FRIDAY IN UAE BY
MAKING LEISURELY BUS TOUR OF NORTHERN EMIRATES (THE UAE'S
AGRICULTURAL AREA). THIS WAS DONE FOR LAST
WATER RESOURCES MISSION AND SEEMED TO BE
EFFECTIVE WAY TO UTILIZE OTHERWISE
"DEAD" DAY.
D) HOTEL RESERVATIONS MUST BE MADE FAR IN ADVANCE. OPENING OF
NEW HOTELS BEFORE FY 79 WILL HOPEFULLY TAKE SOME OF THE PRESSURE
OFF HILTON (WHICH IS - AND WE BELIEVE WILL CONTINUE TO BE - BEST
ABU DHABI HOTEL FOR TRADE MISSIONS), BUT FOR RESERVATIONS DURING
POPULAR OCT-NOV AND FEB-APRIL PERIODS THREE MONTHS ADVANCE
NOTICE SHOULD CONTINUE TO BE GOAL (IN BOTH ABU DHABI AND DUBAI).
E) FOR MISSION WHICH VISITS BOTH ABU DHABI AND DUBAI, OVERLAND
TRANSPORTATION CAN BE ARRANGED BETWEEN THE TWO CITIES.
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WITH THAT ONE EXCEPTION, MISSION VISITS TO
THE TWO CITIES SHOULD BE TREATED AS TWO COMPLETELY
INDEPENDENT MISSION STOPS. MISSION CALLING ON BOTH CITIES

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THUS NEEDS TWICE AS MUCH TIME, TWICE AS MANY BROCHURES,
ETC.
DICKMAN

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